## ORDER

Order / Rev: Orders 37225 Alt Order #: 08863116

> Product Desc: ROMNEY/P/R

Estimate: 373

09/12/12 - 09/18/12 Flight Dates:

Original Date / Rev: 09/11/12 / 09/11/12

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

**American Rambler Production** Name:

**Buying Contact:** 

Billing Contact:

138 Conant St.

Beverely, MA 01915

Billing Cycle:

Billing Calendar:

Billing Type:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

Advertiser

Name:

Romney, Mitt / R-Pres

AGY, POL, CAND

Demographic: A35+

PO1

Product Codes: Priority:

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/18/12	89	\$62,050.00	\$52,742.50		

LV1

T	0	ta	ļ	5

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	89	\$62,050.00	\$52,742.50	0.00
Totals	89	\$62,050.00	\$52,742.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	-		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$62,050.00
Market	100%	\$206,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$51,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$10,341.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	09/12/12	09/14/12	8 News Now 6a M 8 News Now 6a M		6-7a	WTF	:30	3	\$245.00LV2	0.00 NM	3	\$735.00
NEWS												
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 09/	10/12	09/16/12	WTF	3	\$245.00	0.00						
E 2 8	09/17/12	09/18/12	8 News Now 6a M 8 News Now 6a M		6-7a	MT	:30	2	\$245.00LV2	0.00 NM	2	\$490.00

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**KLAS** 

Order / Rev:

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08863116

**Product Desc:** 

ROMNEY/P/R

Flight Dates:

09/12/12 - 09/18/12

Estimate:

373

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 MT----\$245.00 0.00 \$150.00LV2 E 3 8 09/17/12 09/18/12 CBS This Morning 7-9a CM 7-9a MT----:30 0.00 NM 2 \$300.00 **CBS This Morning EARLY SHOW** Rate Start Date **End Date** Weekdays Spots/Week Rating 09/23/12 MT----\$150.00 0.00 Week: 09/17/12 \$150.00LV2 7-9a --WTF--:30 0.00 NM 3 \$450.00 8 09/12/12 09/14/12 CBS This Morning 7-9a CM **CBS This Morning EARLY SHOW** Spots/Week Rating **End Date Weekdays** Rate Start Date 09/16/12 --WTF--\$150.00 0.00 Week: 09/10/12 \$250.00LV2 0.00 NM 2 \$500.00 09/17/12 09/18/12 Live w/Kelly CM 9-10a MT----:30 Live With Regis & Kelly LIVE **Start Date End Date** Weekdays Spots/Week Rate Rating 09/23/12 MT----\$250.00 0.00 Week: 09/17/12 MT----\$350.00LV2 \$700.00 :30 0.00 NM 2 09/17/12 09/18/12 Price Is Right CM 10-11a Price Is Right PRICE IS RIGHT Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate 09/23/12 \$350.00 0.00 MT----Week: 09/17/12 \$500.00LV2 Y&R CM :30 0.00 NM 2 \$1,000.00 E 7 09/17/12 09/18/12 11a-12p MT----Young & Restless YOUNG AND RESTLESS **End Date** Weekdays Spots/Week Rate Rating Start Date 0.00 Week: 09/17/12 09/23/12 \$500.00 MT----\$225.00LV2 0.00 NM 2 \$450.00 :30 09/17/12 09/18/12 8 News Now Noon M-F CM 12-1230p 8 News Now Noon M-F **NEWS** Rating **Start Date End Date Weekdays** Spots/Week Rate 0.00 09/23/12 MT----\$225.00 Week: 09/17/12 1230-2p Soaps/ LMAD CM 1230-2p MT----:30 \$325.00LV2 0.00 NM 2 \$650.00 09/17/12 09/18/12 E 9 8 Soaps / Let's Make A Deal **BOLD AND BEAUTIFUL** Spots/Week Start Date **End Date Weekdays** Rate Rating 0.00 09/23/12 MT----\$325.00 Week: 09/17/12 \$350.00LV2 0.00 NM \$700.00 :30 2 09/17/12 09/18/12 The Talk 2-3P CM 2-3p MT----2 E 10 The Talk THE TALK **End Date** Weekdays Spots/Week Rate Rating **Start Date** 0.00 09/23/12 MT----\$350.00 Week: 09/17/12 MT----:30 \$325.00LV2 0.00 NM 2 \$650.00 CM 3-4p 8 09/17/12 09/18/12 Ellen E 11 Filen **ELLEN End Date Weekdays** Spots/Week Rate Rating Start Date 09/23/12 \$325.00 0.00 Week: 09/17/12 \$325.00LV2 0.00 NM 3-4p :30 3 \$975.00 8 09/12/12 09/14/12 Ellen CM --WTF--Ellen **ELLEN** Rating Spots/Week **Start Date End Date Weekdays** <u>Rate</u> 0.00 --WTF--\$325.00 Week: 09/10/12 09/16/12 3 8 News Now 4p M-F CM --WTF--:30 \$300.00LV2 0.00 NM 3 \$900.00 E 13 09/12/12 09/14/12 4-5p 8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** Spots/Week Rating Start Date **End Date** Weekdays <u>Rate</u> Week: 09/10/12 09/16/12 --WTF--\$300.00 0.00 2 09/17/12 09/18/12 :30 \$300.00LV2 0.00 NM \$600.00 8 News Now 4p M-F CM 4-5p MT----8 News Now 4p M-F (4:30 PM-5:00 PM) **NEWS** 

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KLAS

Order / Rev: 3

37225

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates: 08863116

Product Desc:

ROMNEY/P/R

09/12/12 - 09/18/12

Estimate:

373

Ln Ch Start End	Inventory Code Break			Len Spo		Rtg Type		Amount
E14 8 09/17/12 09/18/12 NEWS	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p (4:30 PM-5:00	MT PM)	:30	2 \$300.00LV2	0.00 NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 0.00					
E 15 8 09/17/12 09/18/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	MT	:30	4 \$375.00LV2	0.00 NM	4	\$1,500.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$375.00	Rating 0.00					
E16 8 09/12/12 09/14/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	5-630p	WTF	:30	6 \$375.00LV2	0.00 NM	6	\$2,250.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week	<u>Rate</u> \$375.00	Rating 0.00					
E 17 8 09/12/12 09/14/12	630-7p Inside Edition CM Inside Edition	630-7p	WTF	:30	3 \$875.00LV1	0.00 NM	3	\$2,625.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week	<u>Rate</u> \$875.00	Rating 0.00					
E 18 8 09/17/12 09/18/12	630-7p Inside Edition CM Inside Edition	630-7p	MT	:30	4 \$875.00LV1	0.00 NM	4	\$3,500.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$875.00	Rating 0.00					
E 19 8 09/17/12 09/18/12		7-8p	MT	:30	2 \$1,000.00LV1	0.00 NM	2	\$2,000.00
ET <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
E 20 8 09/12/12 09/14/12		7-8p	WTF	:30	3 \$325.00LV2	0.00 NM	3	\$975.00
ET <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week		Rating 0.00					
E 21 8 09/17/12 09/18/12	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	MT	:30	4 \$1,550.00LV1	0.00 NM	4	\$6,200.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$1,550.00	Rating 0.00					
E 22 8 09/12/12 09/14/12		11-1135p	WTF	:30	5 \$1,550.00LV1	0.00 NM	5	\$7,750.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week	<u>Rate</u> \$1,550.00	Rating 0.00					
E 23 8 09/12/12 09/14/12		1135p-1237a		:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
LETTERMAN <u>Start Date</u> <u>End Date</u> Week: 09/10/12 09/16/12	Weekdays Spots/Week		Rating 0.00					
E24 8 09/17/12 09/18/12		1135p-1237a		:30	2 \$750.00LV1	0.00 NM	2	\$1,500.00
LETTERMAN <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week		Rating 0.00					
E 25 8 09/17/12 09/17/12	Mon 10-11p CM	10-11p	M	:30	1 \$5,000.00LV1	0.00 NM	1	\$5,000.00
HAWAII 5-0	Hawaii Five-O							
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12		\$5,000.00	Rating 0.00					
E 26 8 09/15/12 09/15/12	CM	5-7p	S-	:30	1 \$550.00LV1	0.00 NM	1	\$550.00

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KLAS

Order / Rev: 37225 Advertiser:

Romney, Mitt / R-Pres

Alt Order #: 08863116 Product Desc: ROMNEY/P/R

Flight Dates:

09/12/12 - 09/18/12

Estimate:

373

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now Sat	•								
NEWS	ROTATIO	N	8 News Now Sat	5-7p								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09	/10/12	09/16/12	S-	1	\$550.00	0.00						
E 27 8	09/15/1	2 09/15/12	Politics Now S Se		Various	S-	:30	1	\$250.00LV2	0.00 NM	1	\$250.00
POLITI	CS NOW		Politics Now S Se	ebelius	(5:30 PM-6:0	0 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	S-	1	\$250.00	0.00						
E 28 8	09/15/1	2 09/15/12	Sat 10-11p	CM	10-11P	s-	:30	1	\$2,250.00 LV1	0.00 NM	1	\$2,250.00
48 HOL	IDC		48 Hours Mystery	<i>!</i>								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/16/12	S-		\$2,250.00	0.00						
E 29 8	09/15/1	2 09/15/12	Sat 1135p-1235a	The U®M	1135p-105a	S-	:30	1	\$70.00LV1	0.00 NM	1	\$70.00
			CBS Sports/Priva	te Practice								
THE U		End Date	Weekdays	Spots/Week	Rate	Rating						
<u>318</u> Week: 09	ort Date /10/12	End Date 09/16/12	S-	<u> </u>	\$70.00	0.00						
E 30 8		2 09/15/12	CBS Early Show	- Sat. CM	5-7a	<b>-</b> s-	:30	2	\$240.00LV1	0.00 NM	2	\$480.00
			CBS Early Show									
	SHOW		MAX Lead as	01-00-1	Data	Datina						
<u>Sta</u> Week: 09	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$240.00	Rating 0.00						
E 31 8			8 News Now Sun			Sun AS	:30	1	\$125.00LV2	0.00 NM	1	\$125.00
			8 News Now Sun									
NEWS												
	art Date	End Date	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$125.00	Rating 0.00						
Week: 09		09/16/12 2 09/16/12				MorniS	:30		\$325.00LV2	0.00 NM	2	\$650.00
L 32 0	03/10/1	2 00/10/12	CBS News Sunda	•	020 0400,			_	***************************************	0.00		***************************************
SUNDA	Y MORN	IING										
	art Date	End Date	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
Week: 09		09/16/12 2 09/16/12				Sun AS	:30	2	\$850.00LV1	0.00 NM	2	\$1,700.00
E 33 0	03/10/1	2 03/10/12	8 News Now Sun		o nono non	<b>5</b>	.00	-	<b>V</b> 000.002	0.00	_	VII, 00.00
NEWS												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09 E 34 8		09/16/12	Face The Nation	CM 2		0.00 ationS	:30	1	\$300.00LV2	0.00 NM	1	\$300.00
E34 8	09/16/1	2 09/10/12	Face The Nation	_	race the Na	ation3	.50		\$500.00EV2	0.00 14141	•	Ψ500.00
FACE 1	THE NAT	ION	. 200									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09		09/16/12	S	1	\$300.00	0.00	.20		\$2.27E.001.V/4	0.00 N84		¢2 275 00
E 35 8	09/16/1	2 09/16/12	Sun 7-8p 60 Minutes	СМ	7-8p	S	:30	1	\$3,375.00LV1	0.00 NM		\$3,375.00
60 MIN	UTES		oo miiides									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09		09/16/12	S		\$3,375.00	0.00	-00	_	64 400 001110	0.00 1111	_	<b>#0</b> 000 00
E 36 8	09/16/1	2 09/16/12	Sun 9-10p The Good Wife	CM	9-10p	S	:30	2	\$1,400.00LV2	0.00 NM	2	\$2,800.00
THE G	OOD WIF	E	5555 1116									
_	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09		09/16/12	S		\$1,400.00	0.00	.20		\$4,000,001344	0.00 5154		e4 000 00
E 37 8	U9/16/1	2 09/16/12	Sun 10-11p The Mentalist	СМ	10-11p	S	:30	'	\$4,000.00LV1	U.UU INIVI	'	\$4,000.00
THE M	ENTALIS	Т	,									
		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09		09/16/12	S		\$4,000.00	0.00	.00		#2E0 0011/0	0.00 104	_	6700.00
E38 8	09/16/1	12 09/16/12		СМ	11-1135P	S	:30	2	\$350.00LV2	טטט אואן	2	\$700.00

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KLAS

Order / Rev: 37225

Advertiser:

Romney, Mitt / R-Pres

Ait Order #: 08

Flight Dates:

08863116

09/12/12 - 09/18/12

Product Desc:

rtonnicy, white real to

ROMNEY/P/R

Estimate:

373

Ln C	h.	Start	End	Inventory Code	e Break	Start/End	I Time Days	Len Sp	ote	Rate Pri	Rtg Type	Snote	Amount
	·11	Otart	Lilu	8 News Now Sur		Otaround	Time Days	Len Op	Olo	Trate in	rtig Type	Орога	Amount
					•								
				8 News Now Su	n 11p								
NE	EWS										_		
	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
امم/۸	k: 09/1		09/16/12	5	2	\$350.00	0.00						
				<del></del>		**********	0.00				0.00.101	_	
E 39	8	09/16/1	2 09/16/12	Eye on Wash/Wa	all St Journ	5-6a	5	:30	2	\$75.00LV2	0.00 NM	2	\$150.00
				Eye On Wash/M	/all St Jrnl								
NE	ws			•									
	Start	Date	End Date	<b>Weekdays</b>	Spots/Week	Rate	Rating						
Weel	k: 09/1	0/12	09/16/12	S	2	\$75.00	0.00			_			
										-	Totals	89	\$62,050.00